

AMERICA'S CUP WORLD SERIES HOST COMMITTEE
EVENTS AND HOSPITALITY SUBCOMMITTEE MEETING

PUBLIC SESSION

April 13, 2012

A meeting of the America's Cup Hospitality & Events Subcommittee was held on Friday, April 13, 2012 at 2:00 p.m. the Newport Police Station, 120 Broadway, Newport, Rhode Island for the following purposes.

The following committee members were in attendance: Ms. Jody Sullivan (Chair), Mr. Paul Harden (Director, American's Cup World Series RI Host Committee), Mr. Stephen Hourahan, Ms. Alison Eichler, Mr. Shawn Brown

Others in attendance: Mr. Bob Spagnolo, Ms. Laurie Labrecque, Ms. Trish Yeoman, Ms. Wendy Mackie, Ms. Kristine Treger, Ms. Kathleen Papp, Mr. Ken Shane, Ms. Sherri Carrera,

CALL TO ORDER AND OPENING REMARKS

Ms. Sullivan called the meeting to order at 2:10 pm.

APPROVAL OF MINUTES FROM MARCH 23, 2012 MEETING

The committee approved the minutes from the March 23, 2012 committee meeting with no changes.

GENERAL DISCUSSION

Reports were received from events groups:

June 22nd Downtown Newport Celebration: Ms. Papp and Ms. Treger have been working on the downtown celebration. The Navy Band has been confirmed to play at Washington Square. They are also working with Newport Film Fest to show an outdoor America's Cup related movie at Queen Anne Square. They have started working on another outdoor event to take place on lower Thames Street possible at the International Yacht Restoration School, more to follow. Also, Newport Film has been talking with Mr. Gary Jobson who may be available to narrate the movie. Mr. Hourhan asked a question about volunteers and Mr. Harden stated that they estimate needing 75 volunteers each day.

Friday Night Cocktail Celebration: The event is confirmed for Friday evening, June 8th, 6:00 – 9:30 pm. Responses to the catering RFP have been narrowed down to the three lowest proposals: Russell Morin, TR McGrath & Glorious Affairs. They will contact all three to ask for some additional information to make them all more easily comparable. The subcommittee agreed that Ms. Sheridan and Ms. Sullivan, subcommittee co-chairs, could go ahead with a selection once the additional information had been

provided. The need for high energy dance music was discussed; Ms. Carrera will investigate this further. Invitations will be sent out electronically by each of the committee members and RSVP's will be taken by RIEDC. Some more formal postcard invitations will also be printed to send out more selectively to VIP's. Ms. Eichler is working on gift bags/favors for attendees and has already secured copies of Yachting Magazine, Cross pens; Vineyard Vines is supplying the gift bags. There was discussion regarding how sea connected non-profits should be chosen to receive any proceeds after expenses. No consensus was reached and the committee authorized the co-chairs to make the final determination. They will contact America's Cup Event Authority about images and information/support for invitation design. The subcommittee is still waiting on a decision whether or not to allow Alex & Ani to sponsor this event.

Workshops: Ms. Yoeman and Ms. Mackie have been working on a series of presentations and currently have events scheduled for May 7 with Mr. Eric Goetz, May 22 with Mr. Stan Honey and on June 22 with another speaker (to be advised).

South County Beach Event – June 21: No representatives from South County were present but Ms. Sullivan stated that they have continued to work on the event and have secured a number of 12 meters yachts that will be racing. There will also be other activities at the Towers and the beach.

Hospitality & Visitors Center: There will be at least a 10' X 10' tent at Fort Adams for promotional literature from the hospitality industry throughout our region. Visitors need to be made aware of other opportunities outside of the Fort. They are working on volunteers for staffing this tent. Mr. Hourahan suggested contacting RIEDC to see if there is an opportunity to use the racks in the now closed I-95 Visitors Center. A discussion about how to best direct the visitors back to downtown led to the idea of making dinner reservations for visitors right at the Information Tent using an app like Open Table. Ms. Carrera took the action item to look into this possibility.

ADJOURNMENT AND CLOSING COMMENTS

The next meeting is scheduled for Friday, April 27, 1:30 at the Newport Police Station.

The meeting adjourned at 2:50 pm.